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LAWNS

"The Secret of their beauty"

Published by

MULLER-SEALEY CO., INC.

HORTICULTURAL SPECIALISTS

145 West 45th Street

New York City

Telephone Bryant 9141



The inside story about *Lawn Grass Seed*



UCH of the beauty of a good lawn is acquired, that is, it is the result of constant care; a neglected lawn becomes either a meadow or a burnt up waste patch, depending on the nature of the soil. There are *two important factors* that form the foundation of a perfect lawn. First, the proper *preparation of the ground* to receive the Seed, and second, *The Seed* itself; afterwards its appearance depends upon the care it receives.

It is amusing to a life-long practical seedsman to perceive the element of *magic* and *mystery* incorporated in the illuminated descriptions of the meritorious wonders of their Seeds, as set forth in the literature of so-called "*Lawn Seed Specialists*." Let us once and for all disillusionize those who have already or are susceptible to believe such a fallacy. **There is no mystery!** Every seed that is prescribed or recommended for sowing on Lawns, is known to us, not only the seed, but the source of the finest samples of each that are procurable.

We have made extensive trials with grasses, to ascertain their peculiarities, as to the character of their growth and the soil and situation most suitable to each, and our various *Grass Seed Mixtures* have been blended from formulae decided upon as a result of these trials.

M. S. and Co's Special Lawn Grass Mixture

Our "*Special Lawn Grass Mixture*" has been sold by us for years to hundreds of Owners, Gardeners and Superintendents of large estates, who boast of the beautiful expanses of velvety verdure that surround or adjoin the home.

We too, are proud of the results that have been achieved by our efforts in producing this mixture, and as we see no reason for secrecy, we may as well openly declare that it contains the following grasses, the very finest re-cleaned heavy seed of each, mixed according to our own formula:

These are the grasses used in
M. S. Co's Special Lawn Grass Mixture

Chewing's New Zealand Fescue.
Fine-leaved Sheep's Fescue.
Kentucky Blue Grass.
Fancy re-cleaned Red Top.
Pacey's English Rye Grass.

We are satisfied that no finer lawn grass mixture than the above has ever been blended; we recommend it with the utmost confidence to those who aspire to have the finest lawn that money or human skill can produce.

We sell this mixture at a most reasonable price considering the high grade grasses it contains, and the trouble and expense we take in selecting, procuring and blending the various samples therein.

This mixture should be sown at the rate of 5 lbs. to the 1,000 square feet, or 100 lbs. to the acre. For renovating old lawns, use half the quantity.

M. S. Co's Special Lawn Grass Mixture
PRICES—10 lbs., \$5.50; 25 lbs., \$13.00; 100 lbs., \$50.00

We guarantee every bushel of **M. S. Co's Special Mixture** of Lawn Grass Seed to average 28 lbs. and over to the bushel. This makes it almost 50% superior to the 20 lb.-Bushel usually supplied by other Seed Houses.

We make up other Special Mixtures of Lawn Grass Seeds to suit all localities and every condition of soil.

A Complete Set of Catalogs Mailed Free on Request

MALBY PHOTO



JOSEPH A. MULLER

FRANK G. SEALEY

JOHN MORRISON

Muller-Sealey Co., Inc.
145 West 45th Street
New York City

*"The Source of
everything good
that grows"*



Keep This as a reminder that—

Our direct connections with reliable sources, and recognized headquarters, enable us to fill orders promptly, and with the finest stocks obtainable, of the following—

Rare Plants of Every Description

Shade Trees

Evergreens

Deciduous Shrubs

Rhododendrons & Azaleas

Climbing Vines

Fruit Trees

Roses

Herbaceous Plants

Rock Plants

Peonies

Irises

Dahlias

Gladioli—Lilies

Flower Seeds

Vegetable Seeds

Lawn Grass Seed

Greenhouse Plants

Fertilizers and Insecticides

All Bulbs for Autumn Planting

Including the Finest

NARCISSI. TULIPS (Darwin, Cottage,
Breeder and Early Varieties)

*A Complete Set of Catalogs Mailed Free on
Request*



Hartland Adv. Service, New York



VIEW OF INTERIOR OF OUR WAREHOUSE

Our Jersey City Warehouse

Here is a view of our new warehouse at 111 Montgomery Street, Jersey City, N. J., in the heart of all great R. R. Terminals. The interior is well ventilated, and equipped with the most modern fixtures for the convenient storage of Seeds, Bulbs, Roots, and Horticultural supplies. Spacious counters and packing benches are provided for the prompt filling and shipping of orders. As we do not cater to transient trade in Jersey City, we are not handicapped in the busy season by interruptions. The warehouse is in charge of Mr. Jas. Stirling, a man of life-long experience in the seed trade.

